

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

March 24, 1998

**RJR Account #081120**

Mr. C. Polino

BUFFALO TOBACCO

**MAY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800266**

Dear Coz:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as **30** SKUs of preassembled Counter Displays (Item #541085) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted</u> <u>Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
2	Winston FF Box	12300-25252
2	Winston Light Box	12300-25253

Product / Premium Arrival: **April 13, 1998**

Ship Date to Retail: **Week of: April 27, 1998**

**Displays (Item #541085)**

SKU CUBE: **1.7500**

SKU WT (w/o Product): **3.7500 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Full Price Cartons**

EFT \$ Amount: **\$1,124.00**

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MAY .70¢ 2-Pack Tear Tape  
BUFFALO TOBACCO

**Promotion Description:**

Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston FF Box and Winston Light Box.*

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST  
SEE ENCLOSED WHOLESALER PACKING INSTRUCTIONS**

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (2 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: K. Jurgensen

L. E. MacWilliams

**Note to RJR Manager:**

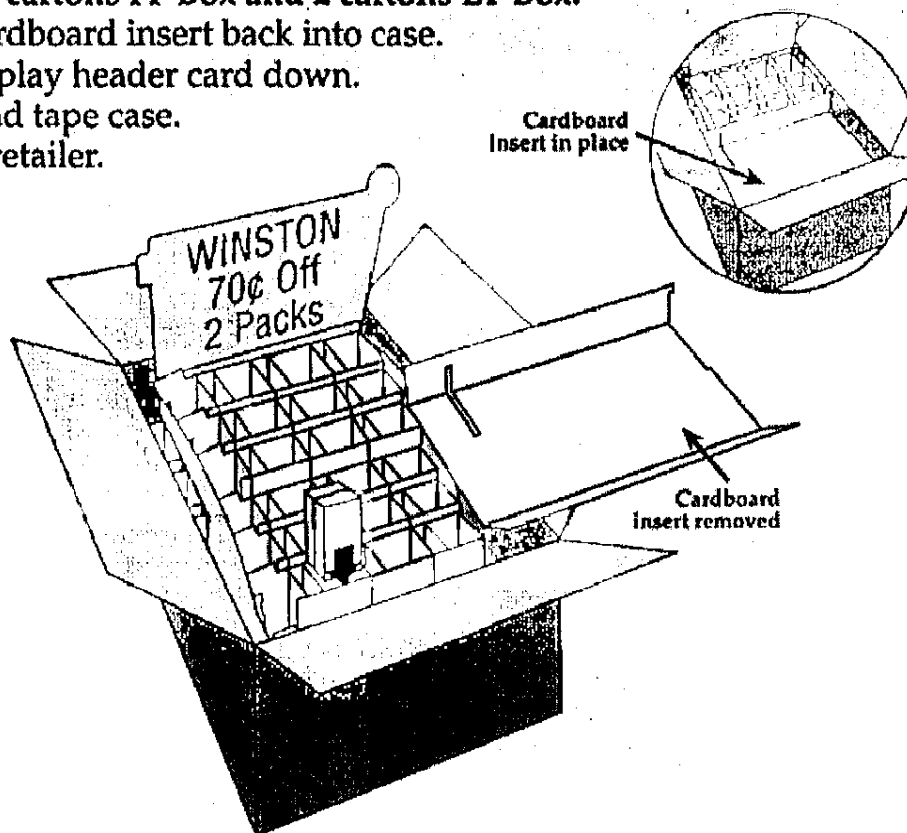
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

W70C-MAY.DOC

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**WHOLESALE PACKING INSTRUCTIONS****VALUE ADDED PROMOTIONS 2ND QTR.'98****May WINSTON .70/2 PK***(70 cents off 2 packs)***STEPS**

1. Open WINSTON .70/2 PK shipping case. Remove cardboard insert.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.
3. Place cardboard insert back into case.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Item: # 541085 WINSTON May .70/2 PK Display Kit  
 Promotion Reporting Description: WIN May .70/2 PK

Brand Style						
Number of Cartons						

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## WORKPLAN VAP TEMPLATE LISTING

 PAGE: 6  
 DATE: 98-03-09  
 TIME: 11:01 AM

 WHOLESALER : 081120 BUFFALO TOBACCO PRODUCTS <DIRECT>  
 TEMPLATE : 800266 80500 WIN MAY .70/2 NO  
 TEMPLATE SEQ : 0905  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162601	162626	667214	NFT MOBIL	8721 NIAGARA FALL	NIAGARA FALLS	NY	14304	1				(716)297-6085
162601	162629	783573	THE CORNER STORE	2815 DELAWARE AVE	KENMORE	NY	14217	1				
162601	162626	752642	RAINTREE CONVENIENC	2960 COLVIN BLVD	TONAWANDA	NY	14150	1				(716)694-7379
162601		716625	A-PLUS MINI MARKET	1390 DELAWARE AVE	BUFFALO	NY	14209	1		0362-0102		
162601	162629	624663	A-PLUS #60838	1301 HERTEL AVE	BUFFALO	NY	14216	1		0362-0102	047514	(716)873-7005
162601	162626	660889	FOOD PLUS II	317 ENSMINGER RD	TONAWANDA	NY	14150	2				(716)871-8771
162601		601195	ONE STOP PARTY STOR	224 VIRGINIA ST	BUFFALO	NY	14201	1				(716)842-1557
162601		259488	BUFFALO TOBACCO PRD	202-208 RHODE ISL	BUFFALO	NY	14213	1				(716)883-9250
162601	162629	397510	LAUTNER'S CORNER	431 TERRACE BLVD	DEPEW	NY	14043	1	NYS			(716)683-4722
162601	162625	765525	FRONTIER BEVERAGE	121 GRANT ST	BUFFALO	NY	14213	5	NYS			(716)883-6277
162601	162680	554322	BOLLERS CAR WASH	5029 CLINTON ST	WEST SENECA	NY	14224	1	NYS			(716)668-7545
162602	162625	691459	A-PLUS MINI	460 ELMWOOD AVE	BUFFALO	NY	14222	1		0362-0102		(716)881-1557
162602	162629	665636	MICHAEL'S SUNOCO	3705 HARLEM RD	BUFFALO	NY	14215	1				(716)836-1314
162602	162629	765426	MAYBACKS FOOD SHOP	3035 GENESEE ST	CHEEKTOWAGA	NY	14225	1	NYS			(716)895-9201
162602	162622	397930	CORNER STORE	155 LAKE AVE	LANCASTER	NY	14086	1	NYS			(716)681-8251
162602	162622	323511	GAS-RITE, INC.	11665 BROADWAY ST	ALDEN	NY	14004	1	NYS			(716)937-9931
162603	162625	483559	GANCI'S EXPRESS MAR	1241 E LOVEJOY ST	BUFFALO	NY	14206	1				(716)892-2427
162603	162625	397014	CORNER STORE	2050 CLINTON ST	BUFFALO	NY	14206	1	NYS			(716)825-2222
162603	162625	506533	CENTER RD. SUPER	1207 CENTER RD	WEST SENECA	NY	14224	1	NYS			(716)674-4545

PAGE BREAK TOTAL ACCOUNTS 19 TOTAL QUANTITY 24

TEMPLATE TOTAL ACCOUNTS 19 TOTAL QUANTITY 24

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